

US Army Accession  
Command  
Marketing Events Assets

# Assets

## Assets Available (Army Support Brigade)

- ✓ **Army Adventure Van** - Army-branded sixty-foot tractor/trailer with mobile interactive exhibits including: M1A1 Abrams tank simulator, Global positioning system (GPS), M16 or 9MM beam hit device, and Flight simulators
- ✓ **Aviation Adventure Van** - Army-branded sixty-foot tractor/trailer with mobile interactive exhibits including: AH 66 Helicopter Simulator, AH 58 Helicopter Simulator, UAV Flight Simulator, Aviation MOS Informational Touch Screen Videos, Air Warrior & Weapons Display, and Aviation Heritage Display
- ✓ **Cinema Van** - Army-branded sixty-foot tractor/trailer with self-contained classroom that features DVD Shows and Presentations that can include: Army options and opportunities, academic related topics, special interest shows or college

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- ✓ **Golden Knights** - One of the Army's premier marketing tools for publicity and exposure. ("Army's Goodwill Ambassadors to the World.") **HIGH VISIBILITY!**
- ✓ **Mobile Exhibit Vehicle** - Army-branded HMMWV; equipped with portable theater and display system that features DVD shows & presentations about Army opportunities and academic related topics
- ✓ **Army Marksmanship Trainer** - Army-branded forty-foot truck/trailer with mobile interactive exhibits including: rifle and pistol beam hit simulators
- ✓ **Rock Climbing Wall** - Army-branded 2001 Ford Excursion with twenty-four foot climbing wall (four lanes). Attracts more attention than people just climbing

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## Assets Available (National Touring)

- ✓ **Army College Tour** - A 53' interactive trailer will anchor the event site which will include -
  - Rock Climbing Wall - an imposing 24' rock wall dares attendees to reach the summit
  - Motion Simulator Ride - a six person capsule simulates an action adventure experience
  - Video Wall - a 9' x10' hi-tech television display of dynamic U.S. Army film footage
  - "Soldiers of the Future" Display - a 3-D and audio interactive exhibit exposes futuristic soldier systems concepts
  - Game and Informational Kiosks - [goarmy.com](http://goarmy.com) navigation and "America's Army"- The Official U.S. Army Game
  - Parachute Simulator - virtual reality sky diving experience

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- ✓ **Hispanic H2 Tour** - The H2 is a mobile branded platform. While maintaining brand integrity; the vehicle is custom painted to effectively appeal to custom car enthusiast. The interior is customized, emphasizing high end craftsmanship and branding opportunities. The audio package is of competition quality. Multiple video screens are installed and capable of supporting the Army Game interactive.
- ✓ **Takin' it to the Streets Tour** - Is designed to educate and inform African-American prospects of the many career opportunities in the US Army. The program will target college, high school and workplace prospects. The US Army Street Team travels in a customized Army of One Hummer to select school, regional and national events. The asset includes a two seat simulator and a basketball challenge. The TTTS Tour is an interactive event that is specifically designed to create awareness for the U.S. Army programs while generating excitement and interest among its target demographic (17-24 year old African Americans). The program will impact major AA events, colleges (HBCU & Universities with 20%+ AA enrollment).